



October 31, 2023

SOCIAL MEDIA CONSULTANT POSITION OPENING for the Action Chinese Canadians Together Foundation (ACCT)

ACCT's Mission Statement is

*Empowering Chinese Canadians to participate, engage and have pride in all spheres of contemporary Canadian society.

*Ensuring Chinese Canadian representation in building an equitable and inclusive Canada. ACCT's values aims to contribute towards Canada's vision for an inclusive society by advancing Chinese Canadian civic engagement and leadership development; creating community resources and building capacity; and furthering education on racial equality of minorities including Chinese Canadians.

Action Chinese Canadians Together Foundation (ACCT) is looking for a Social Media Consultant. The Social Media Consultant has become a very critical role as ACCT grows and expands in projects and programs since its' inception in 2017.

ACCT's primary projects and initiatives for social media assistance are:

- 1) Anti-Asian racism and mental health public awareness and education initiatives
- 2) Commemoration of the centenary of the Chinese Exclusion Act of 1923 public education initiatives
- 3) Exclusion to Inclusion social media campaign and outreach initiatives
- 4) Community education of Combatting Online Hate Projects

Term: For 35 weeks; and 17 - 20 hours per week starting immediately.

Pay: \$15,000 range for the full 35 weeks - depending on strong experience.

Duties and Responsibilities:

Social Media Consultant works closely and reporting to ACCT Chair or other appointed key personnel.

ACCT will provide research, messages, and raw content regarding the projects and initiatives for the Consultant to create content form,

ACCT will provide access to the relevant social media accounts,

ACCT will provide community outreach support to effectively communicate ACCT's intentions and values,



The following duties and responsibilities are not limited, and may include other related aspects and details:

- Content creation and translation
- Create and execute content schedule
- Monitor, engage with and coordinate response for online dialogue
- Report on impressions and engagement
- Adhere to ACCT brand guidelines and protocol
- Work on social media applications such as Facebook, Instagram, Linked In and other social media applications such as WeChat and ethnic community media platforms

Qualifications:

- University Education background in Communications with technical IT an asset.
- Proven strong experience in Social Media knowledge and practical application.
- Strong writing and verbal communication skills
- Teamwork abilities in working with board members, staffing personnel and outreach communities
- Strong communication and critical thought on current issues such as leadership, underrepresentation and anti-racism strategies, purposes and initiatives
- English and French fluency; and traditional and simplified Chinese
- Other multilingual languages such as Vietnamese, Tagalog, Korean and Japanese are assets
- Familiarity in non-profit an asset

Interested applicants:

Please forward your resume with a cover letter to: Teresa Woo-Paw, ACCT Foundation Chair
T.Woo-Paw@acctfoundation.ca

And

William Lau, ACCT Foundation IRCC Project Manager
w.lau@acctfoundation.ca